IMPACT OF TECHNOLOGY OVER CREATIVE WRITING SKILL (CREATIVITY):

A CONCEPTUAL PERSPECTIVE

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ABSTRACT

The focal perspective of this research initiative is to look into the complex relationship between Information technology (IT) aids and information communication technology (ICT) aids with creative process of thinking. Most of the writers these days are using technological aids to enrich their writing pieces with more and more rational, logical and sentimental support which seems monotonous, lengthy and exaggerated. The prime purpose of technology is to soothe and ease the process of thinking rather than being used to gather excessive data, of no use. Researcher has tried to explore the difficulties being faced by publishing houses in streamlining the thought process of content and subject writers who are influenced by technological interfaces. This study does provide swift guidelines by following which the content and subject writers can be benefitted by the use of technology in a desirable manner.

KEYWORDS: Impact of Technology, Writing Skill (Creativity), Monotonous, Lengthy and Exaggerated

INTRODUCTION

Background

While preparing points for a lecture on impact of technology's usage upon writers' ability to produce good material, I came to realize that human aptitude for words has roots innately in its nature, combination of physical and cognitive abilities produces final product that is the end result. Cognitive scientist Steven Pinker argues that humans are born not only with an innate capacity for language but with innate linguistic knowledge that they are, as it were, prewired with the basic principles of a universal grammar (Schacht, 2008). Earlier, writing proceeded with approach to write in formal style i.e. conventional style of writing by following rules of grammar, punctuation, spelling etc. Conventional writing has been uniquely, used in educational institutes, since long by offering changes in linguistic structures with morphology, syntax and vocabulary. It gives the impression that as human ability for the words i.e. language emerges from nature, usage of languages through culture. Language is a social entity, progress through socialization, it is truly conventional**.** Writing is interconnected with external pressures; students get benefits out of instruction when HOW they write would be connected to the outer world. In an article 'a cognitive process theory of writing, written by (Flower, 1981) argue that the difference between good and bad writers rhetorical issues would be solved by a good one, like for example; good writers construct their own representative net of objectives for their readers to focus upon their problems and they envelop the problem in required depth rather than having it expanded unnecessarily. Bizzell says "Writing does not so much contribute to thinking as provide an occasion for thinking". She says since writing is always situated within a discourse community,(Bizzel, 1992)

Currently technology plays significant role in producing excessive content rather than the previous era. The people (teachers, trainers, students and mostly writers) are overwhelmingly under influence of excessive pressure of technology as they consider it harbinger of transforming cognitive ability into written material i.e. end result. Virtual connectivity i.e. through technology (computers, mobiles etc) for accessing materials on a topic has made creative writing activity more complex, lengthy, and painstaking than the ever. The focus of trainers is more upon usage of technology rather upon creative aptitude. Aligning the pace through ever changing innovative technology and creative writing affects creativity, critical thinking, analysis etc. The natural ability may be improved or shaped by providing with some tips, trainings, guidance and platforms for writing but cannot be created innately.

Having acknowledged issues those are associated with creative writing, this study encompasses and undertakes ways to look into it by reviewing time-honored literature, advices and suggestion given by notable researchers and writing experts encircling role of technology in framing fundamental concept of enhancing creative writing. Unfortunately, the overall picture exhibited through literature is not encouraging rather damaging and injurious.

Introduction

The purpose of this study is to examine impact of technology over creative writing skill by devising a conceptual framework for the said paper. The analysis is based upon available literature, published reports, featured articles and related manuscripts in this very regard.

To define word **Impact** we have to go through dictionary.com for better understanding, "the striking of one thing against another, forceful contact, collision". It can be said as influence, effect etc. The term **technology** had been used to connect it with technical education, rarely present in English language over 200 years. It got fame after the 2nd industrial Revolution in20^{th} century, when German concept was translated into English during 30s. Then core concept took another turn from industrial arts to all tools, machines, weapons, instruments, housing, clothing, communicating and transporting devices and the ability by which we construct and employ them. There are many meanings about the term technology according to Merriam Webster dictionary "the practical application of knowledge especially in a particular area" and "a capability given by the practical application of knowledge. In application, technology submits tools and machines that can be used to work out real-world tribulations.

The term **creative** may refer to word **creativity** in literature. It's a phenomenon by which something new and precious is created like for example an idea, a joke, a literary work, painting, a solution to any problem, an invention etc. The extent of creativity spreads almost in excess of every subject from philosophy to technology. According to Michael Mumford who recommended in summary to scientific research into creativity" creativity covers two aspects something new and useful" (Mumford, 2003). It's a process of producing something original and imaginative".

The term **writing** is used to denote sings and symbols through language for communicating message to others. It's complementary to speech, discussions in many languages (Wells, 2007). Writing isn't language but technology, if anyone wants to share idea with others he can easily by using language through tongue but if he wants to convey message through writing he has to be well versed in synchronizing symbols and signs, vocabulary, grammar, alphabets and semantics for communicating the message to others and off course it's absolutely a technical skill (Robinson, 2003). The method of recording and presenting transaction through writing has been permanent form for millenniums.

Creative writing is any piece of writing that goes out of the limits of ordinary professional, journalistic, academic or technical form of literature. Fiction, nonfiction including novels, biographies, short stories, poems, screen writing and play writing all these categories fall into creative writing category. In academic circles, creative writing based on students ability to self expression, most refined form is presented in universities. In UK, in 1970 first formal master degree course was offered at university of East Anglia by two prominent novelists Malcolm Bradbury and Angus Wilson (Harper, 2008). First time in the history of literature, the writers were welcomed by academia due to the need to acknowledge imagination along with mind. Creative writing is misunderstood by many academicians as an extension to English discipline, though it is taught in many languages in the world. While many scholars are of opinion, that creative writing can't be taught. Louis Menand quotes Kay Boyle, the director of creative writing program at San Francisco State who spent more than a decade as head he said boldly, "all creative-writing programs in the world should be stopped by law, (Menand, 2009)." Creative writing goes along with ability to imagine, what he sees, conceives and transforms into piece of paper**.**

We need to encompass all relevant pressing factors in order to form and frame a cohesive strategy that may support our cause in the longer run.

SIGNIFICANCE OF STUDY

This study is of significance implications upon researchers, policymakers, academia; media spoke persons, creative directors, writers, thinkers, trainers, story tellers and sometimes HR managers too while hiring new staff for any job, they try to gauge person on the bases of technical knowledge he has, instead of exploring natural potential he has etc. Though there isn't any serious attempt to uncover the subject by publishing research article, paper on it but abundance data on the subject reflects need to be filled rationally. This study is an initial attempt in the very perspective of developing a comparative guideline between *creativity* and *technology* as there is a significant gap available to explore so far in order to comprehend the complex relationship between the two

RESEARCH METHODOLOGY

The study integrates widespread written materials by distinguished Management, Educational researchers, experts books, articles, definition of terms published reports, fact based surveys etc. have been used to devise a conceptual framework for the said study. The core conceptualization of this research initiative revolves around selected cognitive and mind theories study.

LITERATURE REVIEW

What is Creativity?

Before going into details through literature review here we would describe firstly, **creativity, its types, its evolution and can creativity be taught?** According to English dictionary creativity is "the use of imagination or original ideas to create something or in other word it is inventiveness". Creativity is a vague term of our age, in spite of highly developed learning of Western science and the progress of modern technology and awe-inspiring influences of western thoughts over humanity; we are unable yet to grasp this word "creativity" completely(Murase, 2008).According to (Hennessey, 2010)"Creativity is fresh and suitable ideas of the generation". According to (Kaufman 2003) "Creativity is difficult to conceptualize due to lose definition (Frank, 2014). Now to understand whom we regard as creative? As It's an extensively disputed issues of centuries, whether painter, musician, poet, programmer, creative writer, architect, computer

designer, programmer, can be designated as creative? For clarity we have to go back in history and searched out what happened there?

Evolution of Creativity

The idea of creativity has been changed throughout the history especially when comes in relation to different societies, cultures and civilization at large. In **antique Greek** word technology came from the root word "techne" to represent concept of art excluding poetry because it holds different rules. We never found out any term in older Greek matching word "creator" or "to create" but "to make". This word "to make" related to poetry not art in general. In short, art in old Greek was confined by the rules to follow for making something happened. It had no relationship with creativity (Tatarkiewicz,. 2011). They were of the opinion that artist wasn't an inventor but discoverer (Amabile, 1996). Poetry was a point of exception for ancient Greek to support their view by. They thought poet was creative because he brought new things to life without following the rules and laws while artist copying or imitating. It is understood that in Greek there were no such word creativity but they considered poet creator. Musicians and visual artists were bound by certain rules or laws to make people happy through so they weren't creators but imitators. Plato said in Timaeus very rightly that for making something innovative one must think through eternal model. It's later in Rome when Cicero said art covers all things we have knowledge about (Coleridge, 1845)

It was **in Rome** where visual artists and painters were regarded alike poets according to Horace. Greek concepts were slightly traumatized here in Rome. They further reached on point that similarity between poetry and art was imagination. Not only poet but hands of artists and sculptors are gifted with divine design. This was new approach in Rome not found in Classical Greek they had considered poet privilege of applying imagination and inspiration to the poetry but not artists. So here Latin was richer than Greek in having two terms to define their purpose more precisely, it had a term for "Creating" "Creatio" and for "Creator" (Bickerton, 1995).

Another twist took place in Christian period "Creatio" was regarded as God's act to create from nothing ("*creatio ex nihilo*"). "*Creatio*" it took different meaning "Facere" to make describing human functions. While in the age of 6th century Roman literary figure, Cassiodorus who differentiated the point by saying thing made and created differently, for we can make who cannot create (Buss, 1989). This religious interpretation continued to support ancient view that art isn't domain of creativity. This can clearly be seen in two Christian writer of that time Pseudo-Dionysius and St. Augustine. This approach persisted in the13 century too. In this regard middle ages went further ahead by leaving no immunity to poetry, it also run by certain rules it was an art can be crafted so it wasn't creativity (Sullivan, 2003)

Renaissance had affected modern men and their thinking about freedom and creativity. This approach proceeded through different phases and reached to Leonardo da Vinci who said about artist, the one who employs "shapes don't existing in nature", Michelangelo added "artist understands his vision instead of imitating nature". The whole debate (Giorgio Vasari, Paolo Pino, Paolo Veronese, Federico Zuccari, Cesare Cesarino) revolved around Philosophers about "artist", "painter" whether they were creators or imitators, came to the point that he (artist, painter) availed liberates as poet and madmen, artist produce new world, new heavens, they were semi gods. Same the case with musicians Flemish and Johannes Tinctoris (1446-1511) argued that though music is considered bounded with certain melodious rules but "composer produces new songs" (Gibson, 2008). The last Latin poet MaciejK azimierz Sarbiewski (1595–1640) said "poet invent in God's way" (Tatarkiewicz, 2011). He regarded poetry only as creative work rather visual arts, they copy not

create (Krzysztof Fordoński, 2008).

In 18th century concept of creativity turned around art theory, associated with concept of imagination. According to Joseph Addison "imagination is more likely a creation". Voltaire affirmed by declaring that "true poetry is creativity" (Griffin, 1995). Denis Dierot put the debate forward by adding another point in that "imagination is memory of forms, merely, it create nothing but combine and composes". So in 18th century France creativity had to face resistances. Charles Batteux said "The human mind can't create something new but copy"(Sweeter, 1863)

The debate whether human can create something or not entered new phase of objection on the bases of three points;

- Creation from nothing is impossible for human.

- Creation is beyond reach of senses according to Enlightenment psychology.

- Artists were bound by the rules and creation needed no rules (rules are human made).

In 19th century art started fighting against its rejection as creativity, got recognition as the only domain of creativity. **In 20th century** it turned towards sciences and nature. Then creativity debate took shape of teaching practical creativity. Alex Osborn's presented idea of "brainstorming" in 1950 (Pal, 2011), Genrikh Altshuller's theory of Inventive Problem Solving in 1950 and Edward De Bono Lateral thinking in 1960 and then parallel thinking(Prasad, 2009).

According to (Hennessey, 2010) creativity may take different shades as creativity in technology is not similar to the creativity in poetry but there should be an alignment in between. So there are many types of creativities some may bigger some smaller, some drastically influencing some not. Kaufman (2003) tries to define creativity in another unique manner by grading creativity of Leonardo da Vinci and Einstein as C and daily routine issues he used small c for creativity (Frank, 2014). Commenting on dichotomy of the issues (Murase, 2008) suggested if we wish to know more about creativity we should integrate western science with eastern philosophy (Frank, 2014).

Can Creativity Be Taught?

The need to address creativity in more understandable way, we have to find out whether creativity can be taught? Can it be produced? The answer is not simple due to ambiguous definition of creativity, it revolves in between NO and Yes. Thinking and application skills can be taught through relevant syllabus. But others can't due to mysterious nature of creativity though abundance of literature is available to coup up the issue with clarity, (William, 2007).

Here, through this study we would encompass creativity by focusing writing domain especially **creative writing.**

Writing and its Evolution

Writing in general is demonstration of speech. The signs and symbols have been used sometimes to communicate, sometimes to express their self and sometimes to link themselves to God since birth (Olson, 2009). The traces from pre history shows that the counting on fingers was the first method to count then it transformed into signs language before converting into proper language (Ifrah, 2000). Tallies were used to mark sign on wood, stone and bones for many years. Roman numerals were shaped through these early notches. It is established that true writing of language came into existence in two places Mesopotamia 3000 years BC and Mesoamerica 600 years BC. Another point of discussion is whether Egyptian 3200 BC or Chinese 1200 BC were behind complete development of language (William, 1996).

Chinese language is unique and there is no evidence of connection with it to others (David, 1983). Similar discourse is valid in Indus valley civilization 3200 BC too whether it was true writing, proto writing or nonlinguistic signs. Writing evolves through centuries by amalgamation, diffusion of different cultures. It's not one time event but gradual process of development of writing. It's debatable how writing of pre-history becomes writing of written history (Smail, 2008). It's a method of recording information (Bricker, 1992) used for communicating each other. This initial method of recording information i.e. evolution of writing may reflect that 'creative explosion' is more ancient than scholar once thought about it (Petzinger,2010). Literature and writing though seems relevant but not similar at all. The first Sumerian writing wasn't literature. When and how counting numbers for record keeping became literature no one says for sure but literary history brings us 23 centuries BC for the traces, (Jim, 1997).

GREEK PERIOD

Now we would enter in to the realm of creative writing through Greek epic poem **Odyssey (800 BC)** written by Homer. It's sequential part of **Iliad** another classical work done by Homer. Perrin wrote in his chapter 'The World of Homer', Odyssey laid down the foundation of modern western principles and it is considered to be the 2nd oldest existing literary work of west literature and Iliad being the 1st one (Cheytan, 2000). Odyssey is based on story of Odysseus Greek hero's 10 years long journey to back home after the fall of Troy in Trojan War, the reason being referring Odyssey an epic voyage in English language. There is a difference of opinion between scholars that this poem was timely composed and sung by aoidos (singer/poet) or rhapsodies (performer) that's why it was heard most than read(Rieu, 2003). This poem has continuously been read by many in the world especially after translation to modern languages since the time of Homeric Greek. It imprinted drastic affect up on the formation of many cultures around the world; a notable literature has incessantly been produced in light of Odyssey and Iliad. Especially in late 500 BC it was considered a sign of pride for a man who could recite Odyssey and Iliad by heart (Lendon, 2005). During the period of Renaissance Homers creative work was graded as most influential and fundamental work to shape western standards. In 1939 Simon Weil wrote an essay upon the Iliad just after the 2nd world war to overcome the tension, (Bruce, 2008).

Now, if we look at the philosophers of Greek age Plato, Socrates Aristotle etc, we found out their epical creative work influencing centuries to come.

Socrates

Socrates 470/469 – 399 BC was classical Greek philosopher; he led down the foundation of western philosophy. He was the man behind classical writings of Greek by his pupils Plato and Xenophon. Plato's dialogue is reflection of vision of Socrates about ethics from antiquity,(Kofman, 1998). Dialectic method of inquiry was a great contribution of Socrates to western thoughts and that can be seen through scientific method and hypotheses making mechanism of todays. His influences traveled through Plato, Aristotle to Alexander who established his own school 355 BC by the name of Lyceum (educational institution) reached Hellenistic era, Roman era lost somewhere in time then medieval Europe and the Islamic middle east, Al kundi well known Muslim Philosopher brought Socrates up on the scene for Islamic audiences, here he was referred as Suqrat, (Christian, 1999). During Renaissance and age of reason Socrates was the man who forced western man to fight for the right to live politically liberated (Ahbel, 2009). Voltaire wrote satirical play on Socrates trial, there were numbers of paintings and plays that tell the story of Socrates to generation to come. Socrates method is still in classroom and in discourse of law school to expose the issues.

Plato 348 BC was a renowned philosopher and mathematician, an important figure who developed western philosophical tradition by establishing first Academy in Athens, considered being the first institution of learning in the west (Steve, 2006). He is one out of three who earned status of putting down the foundation of western philosophy and science (Plato, 2002). Alfred North Whitehead (English mathematician and philosopher) said "European philosophical tradition is built upon the Plato's customs" (Whitehead 2010).Plato's dialogues have been based to teach many subjects like philosophy, logic, ethics, mathematic and religion. His writing led conventional naming and referencing of Plato text (Irwin 2011). **The Republic** published in 380 BC was regarded as Plato's best work that affected a lot on philosophy and political theory intellectually and historically. In short it's an Endeavour to modify justice by accommodating different aspects gradually and its implication on human society at large. While addressing problem of universe Plato came to reach theory of form to explain. He placed philosopher a king to any society. As Hegel said "Plato recognized and grasped the true spirit of his times, and brought it forward in a more specific way, in that he desired to make this new principle an unfeasibility in his Republic"(Hegel, 1861). All 20th century's scholars Gadamer, Poper, Voegelin, Strauss and bloom viewed Plato's The Republic as theoretical work not practical but Bertrand Russell said "The Republic" portrayal was wrongly conceived impractical but it's practically workable" (Russell, 2004). **There are some 250 written** documents found out though these were not in their original Greek shape except one but while comparing found authentic of textual criticism.

Aristotle 384–322 BC was scientist and philosopher of Greek. In his early age he joined Plato's academy and remained there for long (Stableford, 2006).He wrote extensively on many subjects as physics, biology, zoology, metaphysics, logic, ethics, aesthetics, poetry, theatre, music, rhetoric, linguistic, politics and government to form western mind. After the death of Plato he left Athens and started tutoring Alexander the great (Russell. 2004). Encyclopedia Britannica placed him first genuine scientist in history and gave a lot to every scientist (Encyclopedia Britannica (2008). While teaching Alexander the great he got opportunities to spread his vision across, he established Lyceum a school and wrote hundred of books. After the death of his teacher Plato he inclined to establish empiricism a shift from Platonism (Barnes 2007). His views on natural science stand for grounds of his maximum work, because everything is based on perception. Almost more than 2300 year after his death he was the man who imprinted drastic effect upon ages. The extent of his contribution spreads to almost every field of human knowledge; he was acknowledged for a status of establishing new field too. His writing style was difficult except ethics. It is debatable whether anyone got that popularity Aristotle enjoyed, (Magee, 2010). He was truly founder of formal logic (Guthrie,1990). According to Bertrand Russell no one can go forward without touching Aristotelian doctrine, whether positively or negatively (Russell, 2008). Aristotle was the most well regarded scholar in early Islamic theology, (Hossein, 1996).

ARABIC PERIOD

Al farabi (872-951) was belonged to golden Islamic era of philosophy. He wrote in different areas as political philosophy, metaphysics, ethics and logic. He was among those who credited to preserve original Greek text by his several writings during middle ages (Black, 2001). He was equally popular in east and west, reason being he played a role in shifting Aristotelian thoughts in Christian world his work "Farabi's commentary" and Aristotle's the interpretation published in 1981. He had great influence over Avicenna and Maimonides, a Jewish philosopher who wrote Aristotelian logic. (David Bakan, 2009) His was chiefly affected by Neo-Aristotelian custom of Alexandria. He wrote many manuscripts about (Luscombe, 1997). He did critics upon Philosophy too but very intelligently.

Ibn e Sina, Avicenna (980-1037) was considered most important thinker and writer of Islamic golden age. Being Father of early medicine he wrote many books out of 240 survived, 150 were on philosophy and 40 on medicine. His extent of writing covered many areas like astronomy, alchemy, geography, psychology, Islamic theology, mathematics, physics and poetry (Yavari, 2011)".He was the man who wrote at length in the early era of Islamic philosophy and covered areas logic, ethics and metaphysics. During his period (12th century) he was successful enough to re align Aristotalianism and Neoplatonism with kalam, due to holding central authority on philosophy (Fancy, 2006). His psychology affected William Bishop of Paris and his metaphysics affected Thomas Aquinas (The Internet Encyclopedia of Philosophy, Avicenna/IbnSina). "The Book of healing" big volume Encyclopedia on philosophy and science and "The cannon of medicine" on medicine comprehensively survived till 1650 in many medieval universities. (Lilly, 1966).**The book of healing** was major work of Avicenna on philosophy and science. He wrote such an extensive book under influence of ancient Greek philosopher. The book covered, in science four areas such as Astronomy, chemistry, earth sciences and Paleontology, then psychology and in philosophy logic and metaphysics and philosophy of science. In **The cannon of Medicine,** he covered all the medical knowledge of the time by combining it into many volumes. Initially it was written in Arabic and then translated into many languages as Persian, Latin, Chinese, Hebrew, German, French, and English. It was regarded as most known book of medicine in the history (Encyclopedia Britannica. 2008). Gauging influences on Europe, Sir William Osler's quote helps "the most legendry medical book ever written" he graded it as a medical bible, Osler, William (2004).

Al Ghazali (1058-1111), he was known to western middle aged world as Al ghazali, He was designated as Mujadid or renewer who comes once every century to restore the faith according to Islamic tradition (Montgomery 1953). His highly praised work was awarded by his few of his generation with title Proof of Islam i.e. Hujjat al Islam and many others considered some part of Islamic philosophy as dangerous to Islamic scientific progress (Sawwaf, 1962). Hellenistic Philosophy that encountered Islamic tradition in early ages became Islamic Neo-Platonism was rightly challenged by al ghazali and he changed the course of Islamic philosophy by criticizing. He introduced a blend of orthodox Islam n Sufism. It made possible for every person to think converging Kalamand Sufism without condemning,(Montgomery, 1953). He wrote more than 70 worthy books on Islamic philosophy, sciences and Sufism. **The incoherence of Philosopher** was a milestone in the history of Islamic philosophy written by Al ghazali to counter Avicenna philosophy who was inspired by Aristotelian philosophy. By this remarkable attempt AlGhazali changed successfully the norms of adopting philosophy without arguing against Aristotle and Plato and pointed out three anti-religious ideas,

- About the theory of pre-eternal world, God created world and everything including time, time is mortal but God immortal.

- God knows the universal characters i.e. platonic forms.

- Human soul will be reborn not body.

The book made philosophers confused about God and universe, it was considered as more decisive than Immanuel Kant who criticized pure reason (Paul Edwards (1973)

Al ghazali influenced many Muslim and Christian European scholars as St Thomas Aquinas. His work spread through centuries and reached University of Naples to university of Paris. He did remarkable role in aligning Sufism with

Islamic Sharia. Though Al ghazali numbered his work more than 70 but more than400 books are credited on his account. Many western scholars as William Montgomery watt, Maurice Bouyges made lists and then Abdul Rehman Badawi made complete list in which he finalized 457 books on his account.

Ibn e Rushd (1126-1198) He appeared on scene to defend Aristotelian philosophy attacked by Alghazali. He was against Ashari Muslims but attached with Maliki School of thoughts. He was regarded as founding father of secular thoughts in European (Finger, 2011). His writing covered areas as logic, Aristotelian, Islamic philosophy theology, Maliki school of thoughts, psychology, politics, Andalusian classical music theory, geography, mathematics medieval science of medicine astronomy, physics, celestial mechanics. His most influencing areas were of Islamic philosophy, medicine and fiqh. Category wise his 80 original works can be divided as 28 on philosophy, 20 on medicine, 8 on law, 5 on theology and 4 on grammar. He did a lot of work on Aristotle's work that provide base to revive Aristotle in 12th and 13th century, he commented on Plato's The Republic too. His most genuine philosophical work was his answer to Al ghazali's discourse "The incoherence of the philosophers by "The incoherence of the incoherence". In his translated book "The harmony between Religion and philosophy" he tried to prove that revelation and philosophy aren't different but different ways to reach a conclusion. As he was a legal scholar he wrote comparative framework on Maliki doctrine. Jacob Anatoli transferred many of Ibn e Rushd work from Arabic to Hebrew in 13th century and later it translated from Hebrew to Latin. **In his best book the incoherence of the incoherence**he used style of dialogue to prove his point against al ghazali who defeated Aristotelian philosophy at his time. This book was translated into many languages and considered as classic book of its time, creating harmony between faith and philosophy,(Jamil, September 1994), This book wasn't accepted in Islamic scholars as reference book.

WESTERN PERIOD

Shakespeare (1564-1616) was a fabulous personality known to everyone in literary circle across the world, being poet, play writer, actor. Array of his work extended 138 plays, 154 sonnets, long narrative poems and some verses. Affect of his plays can be predictable by knowing that his plays have been translated almost in every living language since his time (Craig 2003). His most regarded work was considered best genre in comedies and history. Then he came up with his paramount work on tragedies as Hamlet, King Lear, Othello, and Macbeth. At the last phase of his life he wrote tragicomedies (romances) in collaboration with other playwright. Theatre and literature would never undermine his work in coming era. He affected novelist as well like Thomas hardy, William Faukner and Charles Dickens. Herman Melville was indebted a lot of him. He influenced spreading English language by giving it outreach through his literary work playwright. Shakespeare wasn't a man of his time only but a being who lives through ages, his influences while crossing romantic age entered in 20th century as modernist revolutionary. His plays inspired expressionist in Germany and the futurist in Moscow he affected Marxist too. According to Harold Bloom "Shakespeare was a big name than Plato and Augustine (Bloom, 2006).

Hegel (1770-1831) was regarded as historicist and idealist revolutionary behind European philosophy and Marxism. He developed a framework of absolute idealism aligning mind nature, subject object, psychology the state, history art, religion and philosophy. In short he developed mind and spirit are combined though perceived against. He inspired many writers pro and against (Audi, 1999). According to Maurice Merleau-Ponty "the philosophy of Marx and Nietzsche, phenomenology, existentialism and psychoanalyses all these remarkable ideas of their time born up in Hegel's brain" (Maurice Merleau-Ponty 1964). He wrote four books named as **phenomenology of spirit, Science of logic,**

Encyclopedia of the philosophical science and **elements of philosophy of right** (Kaufmann 1980). Though he wrote some articles as well but not extensively like he criticized Karl Ludwig's work. Hegel work wasn't merely philosophical system but more than that (Walker, 1991). **The phenomenology of spirit** was mostly read and shared book in philosophical circle. It provided base to Hegel to farther his philosophical journey. The book had a deep effect on western philosophy and laid down the foundation of existentialism, Communism, fascism, death of God theology and historicism nihilism (Terry 1996).In his book **Science of logic he** described his point of view about logic. This book had established German philosophy idealism independently, he felt proud of writing it. In **Encyclopedia of the philosophical science** author described dialectical reasoning by it. The purpose of it was to define mind works itself no need to get through dialectical method in every area of human knowledge. In last book **Element of the philosophy of right** Hegel appeared as most mature writer than his early work. It dealt with the idea of free will; a person is not free but bound to follow certain rules of the state.

Karl Marx (1818-1883) started his work as philosopher but he got fame as social scientist who laid down the foundation of sociology and social science amid many contemporaries (Kim, Sung Ho, 2007)). He expressed his understanding about philosophy by engaging himself in current philosophical debates as philosophy of history social sciences, moral and political philosophy. He impacted intensely upon world of politics and intellect, he provided base to flourish Leninism, Marxism, Trotskyism, Maoism, Luxemburgism and libertarian Marxism (Andersen & Kaspersen, 2000). Friedrich Nietzsche, Sigmund Freud and Karl Marx were considered masters of doubt in 19thcenturyalike three basic designers of modern social science Karl Marx, Émile Durkheim and Max Weber (Ricoeur, 1970). Along social science he worked in Philosophy, literature art and humanities too. In social domain Marx got different responses from thinkers of 20th and 21st century. But in political domain he got fame as many countries in 20th century tagged themselves as Marxist in other world communists. He inspired many top leaders in the world as Lenin, Mao, Castro, Salvador Joseph Tito and Kwame Nkrumah. He wrote many books but few got extraordinary fame as "The Communist Manifesto" and the capital. His "**the Communist Manifesto'** was regarded as most affecting political document of the era he lived by due to its aggressive attack upon capitalism though it missed communist model. It was based on Marx and Engle's theories about society and politics. It prescribed way to transform capitalist society into socialism and then communism on the basis of historical class struggle (Nimtz, 2000). It got appraisal and criticism at same time. **The capital** was another critic by Marx to capitalist economy. This book provided support to modern labor movement and criticized classical economics of Adam smith, David Ricardo, John Stuart Mill and Benjamin Franklin based on dialectical model of Hegelin "the science of logic". Aristotle can be seen hidden in his capital along other socialist scholars.

Bertrand Russell (1872-1970) was founder of analytic philosophy, prominent logician of 20th century. He wrote principle of mathematic for creating logical bases. His essay "On Denoting" set paradigmatic philosophy. His written work influence on logic mathematics, set theory, linguistics, artificial intelligence, cognitive science, computer science and philosophy especially philosophy of language, epistemology and meta physics. In 1950 he got Nobel Prize in literature an acknowledgement for his varied writings upon freedom of thought (Russell, 1950)

COLLECTIVE INFLUENCES

Having gone through extensive literature review to unveil the reality whether technology impacted upon creative writing skill, or not? Now by this segment we would try to explore some more specific aspects that strengthen our

understanding about the said subject. For better comprehension as we have divided our literature search into three major periods, Greek Period, Arab Period and western period now we would go in by segregating collective influences into three more specific areas as concept, theory building and different dimensions. One thing is obvious in all these epical personalities who wrote extensively but impressively that they all were true thinkers, they never borrowed their ideas from others, traces showing them under influence of someone near to them intellectually for getting new horizons but they were found genuine while going into detail investigation (Lemos, 1988). They wouldn't be under pressure and afraid of anyone who wanted them to stop, while establishing their indigenous thoughts. Their ideas have been novel, virgin and attractive. Every elite class of society considers them challenge for their prevailing structure and tries to throw them aside due to their tendencies to stay affirm against (Marshall, 2010). They were genuine revolutionaries of their times, they thought out of box and wrote differently that's why impact of their creative thinking and writing reached the skies.

Concept before going to gauge the influences, word *concept* should be understood, idea and concept are more or less the similar words in philosophy or we can say that concept is abstract idea. Idea is interpreted as mental representation of some object's images. The capability to create and build idea is unique feature of humanity (Comim, 2014). In general idea comes spontaneously without proper effort of thinking. There are difference in ideas as innate ideas and abstract ideas. Abstract idea i.e. concept is renovation of prevailing concepts. By concept (innate or abstract idea) gets more concrete shape.

Greek were the most genuine and novel people in the world who after invention of writing got reputation to generate real ideas(Frank Northen Magill, 1998), here we named Socrates, Plato and Aristotelians as symbol of ability to think, create and write about real ideas and tried to transform them into real concepts too. **Socrates** was the man behind classical writings of Greek by his pupils Plato and Xenophon. European philosophical tradition is built upon the **Plato's customs.** Encyclopedia Britannica placed **Aristotle** first genuine scientist in history and gave a lot to every scientist.

Arabs were the most afresh people who though came late on the scene but they did wonderful job to let the people know about originality of knowledge, history of Greek and then uplifted stature of knowledge too. Maimonides said "after Aristotle, **Al farabi** was the only master of philosophy". **Ibn e Sina** was considered most important thinker and writer of Islamic golden age. Hellenistic Philosophy that encountered Islamic tradition in early ages became Islamic Neo-Platonism was rightly challenged by **Al ghazali** and he changed the course of Islamic philosophy by criticizing. **Ibn e Rushd** was regarded as founding father of secular thoughts in Europe (Jamil, 1994).

Westerns scholars always associate themselves with ancient Greek. It doesn't mean that other people did nothing in making conceptual frame work. Here again we find out that ability to read and write plays important role in influencing other. Greek did learn this art by heart and made it more accurate to communicate rather to keep the governmental record intact. **Shakespeare** was a fabulous personality known to everyone in literary circle across the world, being poet, play writer, actor. **Hegel** was regarded as historicist and idealist revolutionary behind European philosophy and Marxism. **Karl Marx** started his work as philosopher but he got fame as social scientist who laid down the foundation of sociology and social science amid many contemporaries (Kim, 2007). **Bertrand Russell** was founder of analytic philosophy, prominent logician of 20th century.

TECHNOLOGICAL INFLUENCES

Before going to describe technological influences in details, we would try to relate technology to its foundation

i.e. from Greek "techne", art, skill, craftiness. It's collection of tools, machinery that human use accordingly. Recent development in technology brought up with printing press, telephone and internet to eliminate barriers from system of communication. Technology's effect on society takes various shapes, while lessening human burden in some places it put heavy load upon humanity too, pollution, immorality, sluggishness, are few symptoms that provide testimony to the fact. The word efficiency came out from the notion of admiring technology one-sidedly. Philosophically whether technology harms or supports human life, two movements Neo-Luddism (Steve, 2006). And Anarcho-primitivism criticized unquestioned popularity of technology in modern world, and two movements Transhumanism and techno-progressivism considered it beneficial for the humanity (Sale, 1997).

Trans-humanism is also a global movement in relation to culture and intellect, its goal is to change human condition by the use of Human enhancement technology (HET) to enhance human intellectual, physical and psychological abilities(Geraci, 2010). Human enhancement technologies or emerging technologies or human genetic engineering are combination of nanotechnology, biotechnology, information technology to improve human performance. Human enhancement technology can't only be used to treat illnesses and disabilities but to enhance human capabilities too (Roco, 2004). According to Francis Fukuyama who regarded it as "the most dangerous idea of our age"(Fukuyama,2004).

Having gone through such lucid discourse about technology, its potential to affect humanity and desire to make it supernatural, now we would turn our focus upon whether technology(ancient, contemporary or futuristic) affect creative writing skills (Michael, 2006). As we picked up few names from history that thought, conceived and wrote their ideas courageously and produced master pieces that their worth we may be able to comprehend centuries after their death. They were free thinkers they never been handicapped of technology i.e. information technology (IT) (Elliott, 2009), its computer application to store retrieve, use and influence others through data. Technology is tool to shape your ideas in manner to be presentable, accessible and influential. In past people would go to libraries or mentors to get more knowledge to shape their ideas conceived by keeping their cognitive process on throughout the journey towards wisdom and then come up with innovative ideas, thought provoking concepts and ever living theories. They may know the beauty of their ideas intuitively, they never be anxious about impurity of the ideas so they never hide their ideas from others, the only reason, these innovative ideas get place in modern world after even 2300 years (Robert, 2008).

But after the inventions of information technology (IT), computers, mobiles and net etc. people don't bother to keep the idea flow in their cognition (Hancock, 1999). Though information technology has made librariesreachable24 hours, filled the gap of mentors by providing them with tutorial assistance at their proximity and availability of abundance of data but instead of getting flare of improvement in thought process to write better, people have become more sluggish, imitator, unintelligent, result oriented, short cut seeker and alienated. What information and digital technology did, it changed the pace of creative writing by bringing writers more nearer to readers, publishers? It made creative writer to do their jobs through internet, it made process of publishing faster than before and reduced the cost of publishing too, but not made help in producing true thinker or writer by.

Idea Borrowing

Unfortunately information technology (IT) has never geared them up to appear as indigenous proactive thinker or creative writer but in spite of that forced them to be imitator (Mehdi, 2008). They are experts in imitation, idea borrowing and then through capacity to reshape the content and make it private by applying legal copy write act, a law. Information

technology facilitates us to get more and more references to support our idea at hand but without painstaking efforts (Meir, 2009), originality and aptitude to move more in depth with the idea. The instigation that triggered up through printing press has reached a level of flooding information everywhere, bundles of ideas are revolving here and there through IT, experienced professionals are tuned up with capabilities to use them for countering challenges urgently come at their place, academia is overwhelmingly fantasizing it and involved in jargon of terminologies without knowing the essence. So called writer are busy in copy pasting, editing and rewriting. So how come we expect genuine idea of our age come out in mainstream front.

Text Manipulation

Text manipulation is highly well-known term in post information technology era, according to oxford dictionary "manipulation is handling, controlling a tool, mechanism or information in a skillful manner" (Srihari, 1985). As the basic purpose of information technology is to store data (text) in terms of information, knowledge, news etc, so it is rightly possible to manipulate it for special interest. In hyper competitive environment it is conceivable that people would use it to get personal benefits urgently (Aslib, 2001). The story of text manipulation starts from the school where students are taught how to use IT, for making them habitual their assignments are appreciated if made through IT. They learn operating computers from their childhood and then enter professional field where they are given different routine tasks in the name of gauging their potential through IT; those who are better in computer can handle the given tasks successfully. Let's suppose if they are given task to write letter they go urgently in through search engines (goggle, Wikipedia etc.) and download many related documents and chose one close to the demand.

After going through this first professional exam they are mentally prepared to use it when needed. This habit doesn't force them to go deep down for innovation (Brennan, 2004)..This bad habit of using IT becomes routine and affects not even upon general educated people but also on the people who are solely designated to earn through creative writings. Instead of forcing people under them to write creatively they are bound to provide them with feature facilitates writings in the name of benchmarking, copy pasting and text manipulation. They invest a lot in providing their team with trainings to know these terms, apply these techniques whenever needed especially to make their content different, specific and presentable (Craig, 2008). In spite of these endeavors if they devised mechanism of recruiting by incorporating new mode of selection criteria focusing upon gauging innate ability of writing, they would get better people around. To check, whether he can conceive, think and write in a creative manner, would be beneficial in future to produce outclass write up.

Style, Color and Graphics

Along with text manipulation another feature is in market since the invention of information technology that it gives every person opportunity to make text more colorful, attractive and stylish (Dornan, 2003). No doubt this another unique feature of IT brings revolution in writing age through font setting, color setting, and layout setting etc. Power point presentations and their formal style enter other areas too after conquering corporate business circles. (McCulloch, 2013) This style is usable for motivation, inspiration and seeking attention but can't be helpful in moving someone towards creating genuine writing. Applying color, styles and graphics in writing stuff focuses more on cosmetic rather on original idea. In other word it affects negatively rather it kills by deteriorating basic skill of writing especially creative writing. Innate creative writer always remain in the realm of his idea generating process, in reality that process revolves in mind through cognition, material colors, style and graphics may not work there as they work in physical world. Creative writer lives in the world inside (Paul, 2014) though successful creative writer tries to relate his ideas with the world outside too

but centre of attention fasten him within the sphere of the beauty in idea. In other words genuine creative writer can't be produced merely by manipulating colors, font and styles but through acknowledging him duly (Murphy, 2000).

CONCLUSIONS

This study is an initial endeavor to expose relationship between technology and creative thinking or writing skills, though 20th century is identified as information century, due to invention of information technology i.e. computers, mobiles etc, peculiarity of it is in, to have access on great quantity of data all the time through net globally but the quality of work on thinking and writing is questionable while matching stand along with work done by the people who lived thousands of years earlier to know the answer, what is the difference between them and us? Why are we still bound to read, quote their writings to support or refute our concepts? Why they are considered authority and symbol of wisdom and knowledge? What was peculiar in them? We have to address this issue differently, they were in exploring flair, they made theories, they made rules, they were true thinkers or in true sense out of box thinkers and we are in explanation mode, our researches are based upon investigations, we focus more upon need base invention that proceeds through positivism (materially inspired philosophy that rejects intuition at all). This conceptual frame work invites all researchers, trainers, copy writer, creative writers HR specialists, and others scholars to come forward to make the point more lucrative, productive and industrious.

The era we live in is very vibrant, vivacious, vigorous and energetic due to its potential to influence others by offering abundance innovative inventions across. Though post modern mind (Grenz, 1996), realizes larger perspective by accommodating discourses beyond inflexible scientific definitions but there are many around who aren't able to comprehend issues one by one. The issue of technology (ancient, contemporary and futuristic) particularly information communication technology (ICT) is relatively more significant due its tremendous capacity to affect masses beyond the borders. Technology is misperceived as fundamentally forerunner of creativity instead of considering it an aid to shape creative thinking and writing (Kliem, 2013).Actually technology is a tool or machine that supports presenting creative work by making it presentable attractive and colorful. It's an ongoing debate within academic circles how to place technology its due position, mostly are misguided and flown in the same direction of general selective perception.

Technology is merely technology not master or more than that (Schmookler, 1995). Creativity is innate ability of a person to conceive, imagine something beyond the reach of physical senses (Weiten, 2007). Technology can be used as catalyst to gear up the pace of thinking or writing by providing thinkers with abundance of data at their immediate reach and make the content (concept) embellish in presentable manners. Technology isn't irrelevant at all but there is a need to align it with cognitive aptitude (mental action or process of acquiring knowledge and understanding through thought) instead of relying more on excessive and lengthy content available in different websites. Copy pasting, bench marking, rephrasing the sentences are few popular terms used in corporate world, academic circles, training institutes and renowned publishing houses etc to bear the testimony to this fact. Everyone is well trained and tuned up with the beat available in the market, so no need to do hard work for the new innovative melodies. Unwanted rely upon technology kills creativity, once creativity is killed meaninglessness, hollowness would plug up the picture.

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